GOVERNMENT OF INDIA
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
LOK SABHA

UNSTARRED QUESTION NO:6000
ANSWERED ON:11.04.2017
Digitally Safe Consumer Campaign
Baker Shri George;Girri Shri Maheish

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

(a) the salient features and the findings of the Digitally Safe Consumer Campaign to raise awareness about online safety in collaboration with Google India nationwide;
(b) the details of the funds sanctioned and allocated for this campaign along with the duration of this campaign, State/UTwise;
(c) the details of the target to cover the cities under this campaign and the number of cities covered under this campaign so far;
(d) whether the Government has received a good response to this campaign from the cities where it has already been organised and if so, the details thereof;
(e) whether the Government is also planning to start workshops in this regard through a "Train a Trainer" model for people and consumer organisations across the country and if so, the details thereof; and
(f) whether the campaign aims to establish a central mechanism for assistance and grievance redressal for this purpose and if so, the details of the same?

Answer

THE MINISTER OF STATE
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI C. R. CHAUDHARY)

(a) to (e) : The Department of Consumer Affairs has collaborated with Google India on raising awareness about internet safety amongst Indian consumers. The proposed outcome of the campaign is to integrate the internet safety message into everyday tasks that the consumers undertake over the internet such as financial transactions, using e-mails, doing e-commerce or simply surfing the internet for information. Activities proposed under the campaign include training of selected VCOs, Government officials and counselors of National Consumer Helpline. Various awareness material pertaining to digital safety has been uploaded in the website of the Department. There is no financial implication on the part of the Department under the collaboration with Google India.

(f) : There is already a National Consumer Helpline (1800-11-4000 and short code 14404) where a consumer can lodge his grievance and get assistance.

*****